

In the Claims:

This listing of claims will replace all prior versions and listings of claims in the application:

1 – 24 (Cancelled).

25. (Previously Presented) The method of claim 46, wherein the selected file is at least one of a link, a document, or a thumbnail.

26. (Previously Presented) The method of claim 46, further comprising: receiving notice of a user request for the web page, said user request being received after the execution of said selecting.

27. (Previously Presented) The method of claim 47, wherein said parsing comprises: performing a statistical word frequency analysis of the content to discover the one or more keywords.

28. (Previously Presented) The method of claim 47, wherein said parsing comprises: analyzing at least one metatag in the web page to discover the one or more keywords.

29. (Cancelled).

30. (Previously Presented) The method of claim 46, wherein said analyzing is executed to detect a plurality of contexts for the web page, and wherein said selecting is executed to select a plurality of products corresponding to the plurality of contexts, the method further comprising:

ranking the plurality of contexts and the plurality of products.

31-32 (Cancelled).

33. (Previously Presented) The method of claim 49, wherein said analyzing is executed to detect a plurality of contexts for the requested web page, and wherein said selecting is executed to select a plurality of products corresponding to the plurality of contexts, the method further comprising:

ranking the plurality of contexts and the plurality of products, such that said displaying is executed to display the plurality of products in accordance with the ranking.

34-36 (Cancelled).

37. (Previously Presented) The method of claim 46, further comprising:
receiving notice of a user request for the web page, said user request being received prior to the execution of said analyzing or said selecting.

38-45 (Cancelled).

46. (Currently Amended) A computer implemented method of selecting at least one file representing at least one product, the file relating to a web page on the World Wide Web, the method comprising:

receiving the web page having content therein;

analyzing the web page to detect a context for the web page using a statistical analysis of the web page content; and

selecting at least one file representing at least one product related to the detected context.

47. (Previously Presented) The method of claim 46, wherein said analyzing comprises:

parsing the content of the web page to discover one or more keywords published as part of the content; and

evaluating the one or more keywords to detect the context.

48. (Previously Presented) The method of claim 47, wherein said evaluating comprises:

comparing the one or more keywords with a synonym to detect the context.

49. (Currently Amended) A method of selecting and displaying at least one file representing at least one product, the file relating to a web page on the World Wide Web, the method comprising:

receiving notice of a user request for a web page;

receiving the requested web page having content therein;

analyzing the requested web page to detect a context for the requested web page using a statistical analysis of the web page content;

selecting at least one file representing at least one product related to the detected context;

producing a second page including the requested web page and the file; and

displaying the second page to the user.

50. (Currently Amended) A computer readable storage medium including computer executable code for selecting at least one file representing at least one product, the file relating to a web page on the World Wide Web, the code enabling the steps of:

receiving the web page having content therein;

analyzing the web page to detect a context for the web page using a statistical analysis of the web page content; and

selecting at least one file representing at least one product related to the detected context.